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Research Management Unit
Universiti Teknologi MARA Cawangan Kedah

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Table of → Contents

05

Editorial Note

07

Business, Accounting
& Financial

30

Law & Policy

73

IR 5.0

83

Literature & Culture

108

Islamic Scholar
Quote

110

Designer's Thoughts

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Embracing New Horizons: A Fresh Start for 2025



As we stand at the threshold of a new year, I welcome you to RMU4U Third Edition (January 2025). The start of a new year symbolizes renewal, an opportunity to recalibrate our aspirations and refresh our collective commitment to academic excellence, research endeavours, and impactful scholarly contributions.

The year 2024 saw significant progress within our academic and research community. It was a testament to the passion, perseverance, and creativity of all members of the UiTM Kedah family. As we reflect on those accomplishments, let us also look ahead with determination to elevate our efforts in research, publication, and innovation. Let 2025 be the year we chart new pathways for discovery and collaboration, bringing our work to greater heights.

This year, I encourage all of us to reaffirm our scholarly goals by setting clear, measurable targets for research outputs, impactful writings, and knowledge sharing, aiming to contribute meaningfully to society both locally and globally. Let us strengthen research collaborations by building networks across disciplines, faculties, and institutions to foster cross-disciplinary solutions to real-world challenges. At the same time, we must focus on innovation by exploring new ideas, embracing digital tools, and pioneering creative solutions that align with global trends and local needs. Above all, let us support each other by sharing expertise, mentoring the next generation, and collaborating to overcome challenges, creating a thriving research ecosystem where everyone uplifts one another.

Let this be a year where we balance ambition with reflection, passion with purpose, and innovation with impact. The Research Management Unit (RMU) remains steadfast in supporting your research journey through resources, platforms, and opportunities for growth.

As we embark on this new chapter, I wish each of you the strength to pursue your aspirations and the resilience to overcome any obstacles. Together, let us make 2025 a year of breakthroughs, achievements, and shared successes.

Here's to a productive and inspiring year ahead.

Sincerely,

Prof. Dr. Roshima Said

Acting Rector, UiTM Kedah



A Message from the Chief Editor

Dear Readers,

I am pleased to announce the return of the RMU4U Bulletin with Volume 3, showcasing a diverse array of academic inquiries and professional perspectives across multiple themes. This edition continues our commitment to facilitating intellectual exchange and presenting research that engages with contemporary issues.

In this volume, the Law & Policy theme stands out with the highest number of contributions, featuring 14 papers that explore significant aspects of governance, justice, and societal well-being. These papers highlight the role of legal frameworks and policies in addressing current challenges and contributing to societal development.

Highlighted works include topics such as "Enhancing Access to Justice: The Role, Challenges, and Future of Small Claims Courts in Malaysia" and "Environmental Public Interest Litigation: Broadening Locus Standi to Safeguard Collective Interests," which examine the evolving landscape of legal rights and public interest. Additional discussions, such as "Alternative Dispute Resolution (ADR) in Islamic Banking and Finance in Malaysia" and "Balancing Nature and Faith: Protection and Conservation of Water Resources from the Perspective of Islamic Law," shed light on the interplay between ethics, faith, and law in addressing societal challenges.

In addition to the focus on Law & Policy, this issue covers a range of topics that contribute to understanding innovation and societal change. Articles such as "AI-Driven Recommendations in Mobile Shopping Apps, Podcasts, Animations & Gen Z: Revamping Organizational Behavior Learning, and The Role of Social Media in Shaping Islamic Entrepreneurship" explore the intersections of technology, education, and culture in today's world.

This edition represents the collaborative work of our contributors, whose insights and expertise have shaped the content of this bulletin. We encourage readers to engage with these ideas and consider their implications for further research and practical applications.

I would like to thank the authors, reviewers, and editorial team members who made RMU4U Bulletin Volume 3 possible. We hope this publication serves as a resource for understanding key issues and inspires further exploration.

Thank you for being part of this endeavor. Let us continue to learn and exchange ideas

Warm regards,

Dr Azyyati Anuar
Chief Editor, RMU4U E-Bulletin





WATER MANAGEMENT IN PENANG: LONG-TERM SOLUTIONS TO CRISIS

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Introduction

Water scarcity has become a pressing issue for many cities (Adnan, 2022), including Penang, Malaysia. With over 1.7 million people, Penang relies on limited water sources under stress from prolonged dry weather and rising consumption. Due to these conditions, the state prioritises short-term relief and long-term planning to secure water supplies. Air Hitam and Teluk Bahang dams currently have 27.6% and 25.2% capacity, respectively, causing Penang's water supply crisis. Tens of thousands of households and businesses across the state are threatened by this shortage. Since late 2023, Penang has experienced low rainfall, compounding the water crisis and increasing the risk of future shortages. A lack of rainfall has resulted in local water authorities being under increasing pressure to implement robust solutions to avoid a full-blown water shortage (Penang2030, 2024).

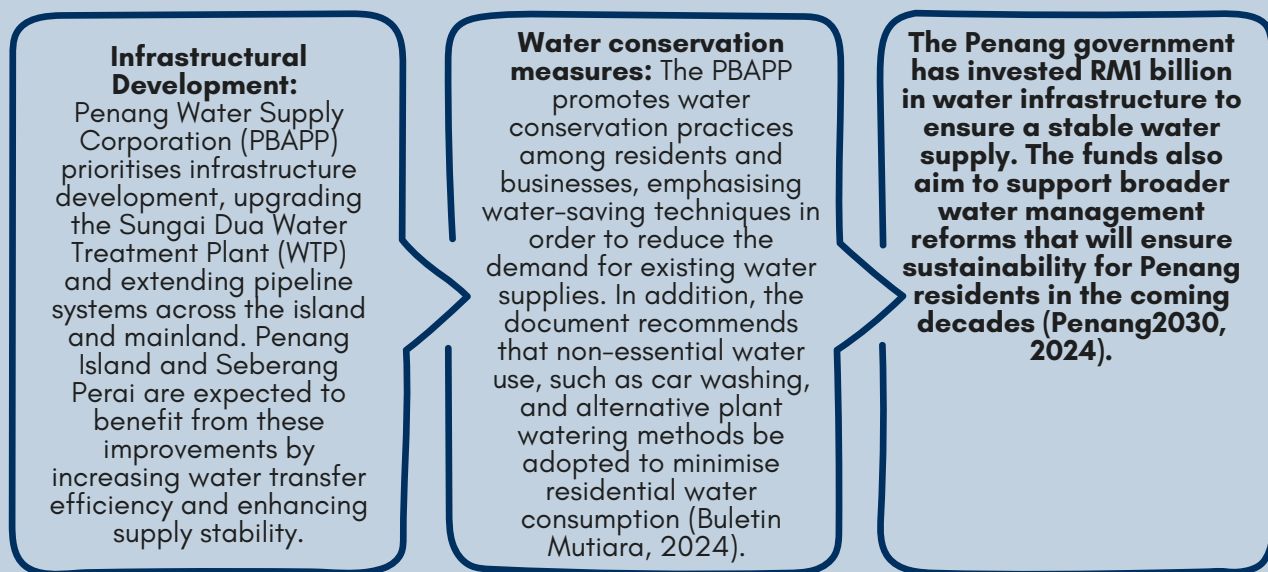
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Penang's Water Contingency Plan 2030 (WCP 2030) stated from Penang2030 (2024): In response to these challenges, the Penang government has launched the Water Contingency Plan 2030, a comprehensive initiative designed to strengthen the state's water infrastructure and supply security.



Four key projects are outlined in the plan:



In order to achieve long-term sustainability, Penang's multifaceted approach to water management emphasises the need to integrate infrastructure, conservation, and funding. Focusing on high-impact infrastructure projects will enhance the state's ability to cope with weather variability and increased demand (Liu, et al, 2023). To ensure long-term water security, the public is being encouraged to practice water-saving practices, which emphasise the importance of community participation in conservation efforts (Marin, 2020). It is also possible that Penang's substantial financial commitment may serve as a benchmark for other Malaysian states, demonstrating the importance of proactive investment in managing natural resources.

Penang's proactive measures under the Water Contingency Plan 2030 reflect a comprehensive approach to urban water management, balancing infrastructure investments with public conservation efforts (Penang2030, 2024). In light of the challenges facing other regions in Malaysia and beyond related to urban water supply, Penang's strategies may provide valuable insights into developing resilient and sustainable water systems. There is a critical need for forward-looking policies to address immediate water concerns and to plan for future demands and environmental factors.

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